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August 2017



Feature:

Business Champions

*Pictured left to right:
Cliff Meeuwsen,
Mandi Brower,
Jon Lanning*



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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



How do you keep your business thriving? At the Chamber, we have the privilege of working with business leaders and learning from their stories of hard work, determination and leaps of faith. Then we act as curators, collecting their wisdom and sharing it with you in ways that you can use it to learn, innovate, make connections and make your business thrive. The Business Champions that we feature in this issue have all received Chamber awards over the past year (Business Leadership Award and Small Business Person of the Year Award), and we look to them as community and business leaders with much to teach.

It's our goal to keep you connected to the people and resources you need to succeed. As a Chamber member, you are invited to over 200 events a year, where we spotlight all the business innovators and brain trusts that live and work in our thriving business community. You also have access to publications, websites, leadership programs, CONNECT groups, affinity groups and networking opportunities with over 1,300 other member businesses, which are all opportunities to learn and grow your business.

As we work from our EOS core value to "learn, innovate, share," we are excited to move forward each day with more and more fresh ideas and time honored best practices to share with you. It's an honor that we take very seriously, and we look forward to helping your business thrive, and to celebrating success with each and every one of our member businesses.

Best Regards,
Jane Clark



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Connecting businesses to each other and the resources they need to grow and succeed.

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Feature:

Business Champions

By Chelsea Hall

This month the West Coast Chamber brings you a closer look at the 2016-17 award winners, our Business Champions.



Pictured: Cliff Meeuwssen, Mandi Brower and Jon Lanning. Photo credit: deVries Photography

Small Business Person of the Year Award:

Each year, the Chamber asks its members to nominate small businesses for the award. Members of the Small Business Person of the Year Award Committee then met, reviewed and interviewed the finalists. To be eligible the company must:

- *Be a West Coast Chamber member*
- *Have been in business for at least five years*
- *Exemplify the best of small business in our community*

INONTIME, Jon Lanning

Last fall, the Chamber's Small Business Person of the Year selection committee recognized Jon Lanning, President of INONTIME, Inc., as the Chamber's 2016 Small Business Person of the Year, presenting him with the award at the November Early Bird Breakfast. The committee recognized that INONTIME, a trucking, warehousing and logistics company, exemplifies the best of small business in our community.

Jon said INONTIME has been a Chamber member ever since he can remember, and pointed out several ways in which the Chamber has impacted the business. "The biggest thing has probably been connecting us to other relationships and helping us grow and learn," he said. "We enjoy many of the

training and educational events they put on because it is a chance for us to network and bond. I am especially thankful for how they tie together and encourage the great community we live and work in." That community is something that Jon and his team are proud to be part of. "Maybe I am a bit biased, but West Michigan truly is a special community," he said. "I think our great Chamber reflects that."

When asked what winning the award meant to him, Jon humbly responded, "It certainly was an honor, but I was probably most excited for our team here at INONTIME. They have worked really hard and getting that recognition was something to be thankful for."

www.inontime.com

Business Leadership Award:

The Business Leadership Award recognizes outstanding Chamber members for being great employers who give back to the community, invest in their facilities and employees, and have a positive history of job growth and retention.

Two of these prestigious awards are given each fall at the annual meeting of the West Coast Chamber. Selection of recipients is a responsibility of the Board of Directors, and winners will receive a "trophy" that reflects this high honor.

Quality Car Wash, Mandi Brower

Quality Car Wash is a family-owned business that began over forty years ago. It started in the late 1960s and has grown into the bustling company it is today, employing over 200 team members. Today, Quality Car Wash maintains seven locations in West Michigan.

Chief Operating Officer Mandi Brower explained that Quality Car Wash has been a West Coast Chamber member since not long after the company's inception and noted that it's a great asset to local businesses. "From networking to innovation, technology to communication and more, the Chamber is always willing to help," Mandi said. She went on to share an example of how the Chamber consistently goes above and beyond for its members. "If you need help you just need to ask. A few weeks back, I was looking for help on a fun video to email our staff. Jane and her team took it to the top by driving through the car wash filming their excitement about how the car wash makes them feel. Sometimes it is just the simple things that make a big difference."

When asked what winning the Business Leadership Award meant to the company, Mandi had this to say: "We were so honored to receive this award. Over the past few years we have worked hard to create a culture of servant leadership and ownership. In a world that is rapidly changing, holding on to core values has never been so important. We are so grateful that our work was recognized and that our team was rewarded."

www.qualitywash.com

Zeeland Farm Services, Cliff Meeuwsen

Zeeland Farm Services, Inc. (ZFS) is a family-owned and operated business with 65 years of service to the agricultural and transportation industries. It was founded in 1950 by Robert Meeuwsen as Meeuwsen Produce and Grain, and he sold the company to his sons Cliff, Arlen, and Robb in 1992. In 1996, ZFS opened the state's first soybean processing plant, and, twenty years later, it remains the state's largest processor. With over 250 employees, including eight Meeuwsen family members, they are truly a leader in our business community, and throughout the state.

President Cliff Meeuwsen said that ZFS has been a Chamber member since 2008, and Cliff's involvement includes serving on the board for a term. "The Chamber puts on many learning events including legislator meetings," Cliff said. "We always pick up good thoughts and ideas from those events."

Cliff shared that being recognized with the Business Leadership Award affirms the quality of work and community involvement ZFS works hard to achieve. "There are many businesses in West Michigan that are providing leadership in their prospective industries," he said. "It is great to feel recognized by the West Michigan community for the 45 years of service the ZFS family has given to this area."

www.zfsinc.com

Congratulations 2016-2017

Business Champions!





Help! My Data is Encrypted, What Do I Do?

By Mark Kolean, Shoreline Technology Solutions

The recent encryption viruses WannaCry and Petya have been all over the news lately. In my last article, I described how to prevent them (stay away from fun and free software, have someone double check the firewalls to make sure outsiders do not have access to Microsoft RDP remote access to servers and workstations, and set up an image backup of your server locally and offsite) and now I would like to help you figure out what to do if you get locked out of your files.

I have had several customers ask, "If major companies such as Merck and FedEx can't prevent getting it, how can my small business avoid encryption problems?" At some point an employee may accidentally trip across a site or download that brings one of these little critters into your data. Fear not, if you have been keeping up with some of our advice we can help you roll back that nasty encryption virus without missing a byte of data. Here are a few items to help you out:

1. Most encryption issues start from an individual computer. Computers can only encrypt what they have access to, so restoring from backup those specific files should be all that is needed. If the data was on a server or a file sharing service such as Dropbox or OneDrive, there should be an ability to restore those files from a previous date and time.



2. If the files didn't have a backup or were not on a server, often a local computer will have another backup method that uses extra space to make copies of files. Mac calls this feature "time machine" and Windows calls this feature "shadow copies." If a set of files gets corrupted, you can just roll back to a time before the files ever were tainted.
3. If you don't happen to have a shadow copy of your files, the next thing to attempt is to use some software recovery tools that allow you to undelete files that have been encrypted. When files are encrypted, the originals are deleted and the new ones are saved. Often you can use recovery software to attempt to undelete the encrypted files since they may still be recoverable. Just keep in mind the more files you add to the system the more of your hidden data is being overwritten so getting to this path quickly is important to avoid the loss of all data.


4. If you or your IT staff have tried to recover data with no luck, get a second or third opinion from local professionals. I have witnessed many companies attempt to pay the crooks with bitcoins or just accept losing all their data and starting over. If it took you and your staff years to put that data together isn't it worth the effort to let another expert take a chance and see if they have some tricks up their sleeve? I personally have been able to recover data from several hidden nooks for clients that have had such problems.

If after all of this you still are unable to get ahold of your data then you must decide if you want to pay the ransom fee. Often paying the fee doesn't mean the crooks are going to just send you the codes to free up your data. Let's be honest, they were not exactly honorable when they encrypted your data so why would they give a key after they already have your money? As the saying goes desperate times call for desperate measures so if backups and recovery options don't work then this is the last best thing to try.


Shoreline Technology Solutions is located at 828 Lincoln Avenue in Holland. Reach them by calling 616-394-1303 or visiting www.shorelinepc.com.

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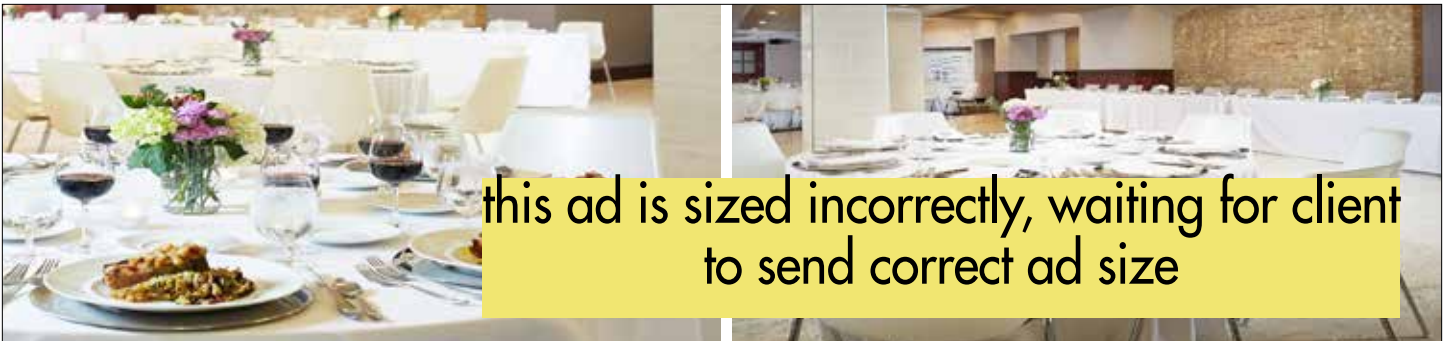


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Do I Need Lake Estate Coverage?

By Andy Spears, Farm Bureau Insurance

Summer is here. It's an enjoyable time filled with fun activities, vacations and travel. Some of us will be taking long trips and others will be jaunting off to their favorite getaways, cabins or lakefront properties. If so, you're not alone.

With borders on four of the great lakes and more than 11,000 inland lakes, Michigan is home to many lakefront properties. Unfortunately, many owners don't recognize the special coverage needs for their lake front homes or for themselves as owners of these unique properties. When you buy a house it's very important that you insure it properly. The same is true for lake estate properties. If you own a lakefront cabin, maybe one that's been in the family for years, make sure you're protecting it adequately.

Isn't My Homeowners Policy Enough?

Not all homeowners policies are created equal. Depending on the waterfront property you own, your homeowners policy may or may not be adequate. In fact, it's the minimum amount of coverage you should have, whether you've financed your home or not. If you have a mortgage, you'll need to find out what your lender requires, and that could mean more than just minimum options.

Keep in mind, lenders are not coverage experts. Generally, they tend to focus on coverage A limits (building). Their main role is to provide accurate

financing for a home purchase. Again, it's fine in terms of having a foundation of coverage, but you can't necessarily rely on their requirements as an accurate barometer for ensuring you have the correct or complete coverages for your property.

Here's another issue to be mindful of: homeowners policies for lakefront tend to be written on a seasonal homeowners or dwelling fire policy. Many dwelling fire policies tend to be pretty stripped down or bare-bones products: They may not provide all the coverage your lake front property needs.

You're insuring more than the main building. The structure itself represents only the beginning. Many lake front properties have several other exposures that they need to consider. Lake estate policies offer more options for coverage. For example, lake estate policies protect an insured's lakefront home, but also cover docks, seawalls, boats and boating equipment, property kept on the lakefront, liability exposure and more.

Don't Guess

Waterfront properties are unique. Lake estate policies are designed specifically to provide coverage for those areas that may not be covered by a typical homeowners policy. Dwelling property and homeowners coverages represent an "old way" of insuring your lake front properties – lake estate coverage is a specialized product that builds in many of the basic coverage

needs and gives customers options to buy more if needed.

Your lake front property provides a scenic location to spend quality time with your friends and family. It's an opportunity to relax and enjoy the summer. But the property is also an important investment. Rather than guess at any potential additional exposures and whether they're covered by your homeowners or dwelling property policy form, check in with a trusted advisor to review your policies.

Summer is a great time to discover any potential gaps in coverage and investigate if a lake estate policy is right for you.

Andy Spears owns a local insurance agency in the Holland area. His passion is to serve, and provide protection and peace of mind to his clients. Andy can be reached at 616-396-3333, aspears@fbinsmi.com, or through his website – www.InsureWestMichigan.com.

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These Chamber member businesses are celebrating successes this month. Please join all of us at *Connect* as we say, "Congratulations!"



500,000 Milestone for Nestlings Diaper Bank

Submitted by the West Coast Chamber



In July 2017, Nestlings Diaper Bank distributed its 500,000th diaper in our community. For the last six years, Nestlings has been making a difference in the lives of local families by providing free diapers and wipes through partnerships with thirty social service organizations in Ottawa and Allegan counties. It is the only centralized location in the area to collect, store and distribute diapers and wipes to families in need.

Diapers and wipes are not currently provided by any government assistance program, and studies have shown that as much as one in three caregivers struggles to diaper their baby. Diaper need can result in physical concerns such as rashes and infection, as well as emotional health concerns when cries of discomfort put children at risk of abuse.

Mothers have reported that not having enough diapers is more stressful than not having enough food. Startling research has revealed that up to 48% of parents delay changing diapers and 32% report re-using diapers to make their supply last.

Nestlings has received an incredible amount of support from the community in the form of diaper drives, personal donations, volunteer hours, corporate contributions and grants. In 2016 alone, over 93,000 diapers were donated. As the old saying goes, "it takes a village to raise a child," and our community has further demonstrated their desire to embrace that mantra.

For more information, visit www.nestlings.org.

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HR Solutions Celebrates its 10 Year Anniversary



Submitted by the West Coast Chamber

Amy Kraal



HR Solutions team

Thursday, June 22nd was a day of celebration at Zeeland-based HR Solutions, as they welcomed friends and clients into their home to celebrate their 10th year of providing human resources services. HR Solutions Group of West Michigan was founded in 2007 with motivation to help companies become great employers. Originally named Human Resources Outsourcing Innovations (HROI), the company changed names in 2015 to more clearly define its focus on the local business community and the types of services offered.

The firm relocated its office to downtown Zeeland in 2015 to become more centralized and better support local clients, the community, member organizations and non-profits. A Main Avenue address reinforces the company's role in the fabric of the business community, and HR Solutions is a

business partner, neighbor and friend to many local organizations.

Over 100 local companies have partnered with HR Solutions Group over the last 10 years and clients consist of growth oriented, entrepreneurial companies who are fast paced and focused on accountability and results. They offer a wide variety of services, including on-going HR department support packages, compensation program design and strategy, talent acquisition services, HR compliance assessments, employee handbooks and benefits strategy. The company recently expanded their HR services by forming Know My HR, LLC in 2016, which offers robust web-based HR Software and All-in-one Michigan labor law posters.

For more information, visit www.thehrsolutionsgroup.com.

Fun Facts

- Firm added four new staff members within the last year.
- Longest client of the firm is based in Colorado with UK headquarters.
- Currently all nine staff members are females.
- Seven of nine staff members drive white vehicles.
- Started with six partners in 2007 as a break off from Varnum Consulting. By 2015, ownership transitioned to Amy Kraal as sole owner. Since that time, the firm continued to see sustainable revenue growth of +10% in the last two years. 2017 is projected to be over 20% growth.

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The Zoup! Franchise of the Year is Right Here in Holland



By Caroline Monahan



Doug and Dianne Fikse

Zoup! Fresh Soup Company, the leading fast-casual soup restaurant concept, recently named Doug and Dianne Fikse of Holland, Michigan as its 2017 Franchise Owner of the Year. The Fiksés, a husband and wife team, have been Zoup! franchisees for seven years. They own the location at 3435 W. Shore Drive in Holland, Michigan.

“Doug and Dianne’s commitment to Zoup! is inspiring, and we are proud to recognize them as our Franchise of the Year,” said Eric Ersher, Zoup! Founder & CEO. “They do an outstanding job representing the Zoup! brand in their community, and they bring those ‘intangibles’ often associated with soup, warmth and comfort, to life in their restaurant. We congratulate them on their success and their contributions to the company.”

Franchisees must also be involved in their community and participate in Zoup! franchise events. One way they engage is by taking West Coast Cash. “West Coast Cash is an awesome bonus to being a chamber member. We like how West Coast Cash promotes local businesses,” said Dianne.

Both Dianne and Doug grew up in families who owned their own businesses, so it’s in their blood. Doug remembers his father being gone at work a lot, and, consequently, he was interested in owning a business that allowed him to involve his family and spend time with his children. It had been Dianne’s dream to own her own restaurant since she was 12, and that became their focus. They looked at several franchises, and landed on Zoup! because they liked the culture they promoted, and because owning a Zoup! allowed them to work together as a family. All three of their children have worked at the restaurant, and Dianne and Doug see how learning to engage customers from a young age has helped build confidence and communication skills in their children, and in their staff.

“For most of the kids we hire here, this is their first job. It’s our job to mold them

into good employees. We know this is a stepping stone for them, and we help them build the confidence that will serve them throughout their lives,” explained Dianne.

The Zoup! culture is the perfect place to learn good customer service. “Zoupisms” are at the core of the values at Zoup! They are catch phrases to promote good customer service, which is a benchmark for success throughout the company. To be considered for the franchisee of the year award, franchisees must have extremely high marks in customer service. There are mystery shoppers that test for cleanliness and customer service, and the Fiksés’ average score on mystery shops is over 95%.

As is the case with most small business start-ups, the road to Franchise of the Year started out relatively rough. After selecting the location for their restaurant and opening, a major retailer across the parking lot from Zoup! closed its doors. Foot traffic slowed dramatically, and they realized they needed to adjust their sales strategy to keep the business open. They dove head first into building the catering side of their business, and soon developed a following among local businesses. This rapid growth earned them praise from Zoup! in 2016, as the corporation sought to encourage other franchisees to offer catering. Now, in addition to running the business, Dianne also serves on the Zoup! Franchise Advisory Council, representing the franchise owners from her region and serving as a liaison between the owners and the Zoup! business office team.

People often ask the Fiksés what it’s like to work side by side with a spouse day in and day out. The pair spend at least 20 hours working together! But keeping family close has been Doug’s goal from the beginning, and he shared that “It’s a blessing to work together.” Clearly, they are doing something right.

For more information, visit, www.zoup.com.

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Please welcome vascular surgeon Joshua Greenberg to Holland.



Joshua
Greenberg, MD

Dr. Greenberg is a vascular surgeon at the Mercy Health Physician Partners Vascular Surgery practice and is now seeing patients in our Holland North office. He is board certified and experienced in complex and advanced surgical and endovascular therapy.

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Film Project Shows Business Impact in Holland History

By Ben Beversluis



Director Rob Byrd, right, and Director of Photography Louie Schaeffer set up a shot at the Holland channel for the documentary *Wilderness to World Class*.



The Holland Film Group film crew is shooting scenes all throughout Holland, including here at Windmill Island, for its documentary *Wilderness to World Class*.
Photo credit: Frank Krywicki

The historical impact of business and industry figures prominently in a documentary now in production about Holland, with themes of hard work and entrepreneurial innovation central to the script.

Wilderness to World Class is a full-length movie being produced by the Holland Film Group, which formed last summer for this project. Filming began in January with interviews of 25 residents, educators, historians and business people. Their voices will help tell Holland's story in a script focused on specific themes that have shaped Holland.

Executive Producer Howard Veneklasen, a Holland businessman, conceived of the project to document what has made Holland special.

“The Holland Film Group feels it is of utmost importance to tell this story for future generations of Hollanders,” said Veneklasen. “The unique qualities of our community make the creation of this documentary not only necessary but a pleasure as well.”

In many ways, Holland's economic vibrancy and an uncommon willingness to cooperate—business and government, business and community, business and business—have shaped Holland, explained scriptwriter Ben Beversluis. He cited examples like formation of the Board of Public Works in 1893, creation of HEDCOR

in the 1960s, and, most recently, adoption of a Community Energy Plan to bolster Holland's economic future.

“During the making of this film, it has become clear to me that business and industry have played a defining role in the growth and prosperity of our community,” Veneklasen said.

Along with the theme of hard work and innovation, the documentary explores themes of land and water, community collaboration, philanthropy, faith, and diversity, as well as groundwork for the next generation to carry on.

The documentary will be a resource for schools, community groups, government and business, with some already seeing it as a valuable recruitment tool, Veneklasen noted. It will be available for public television broadcast and will show in a new mini-theater at the Holland Museum.

The Film Group has partnered with the Community Foundation of the Holland/Zeeland Area and the Holland Museum. It also has gained significant community support; tax deductible donations can be made through the foundation.

The film will premier December 12 and 13, 2017. Go to www.HollandFilmGroup.com for more information and to see previews.

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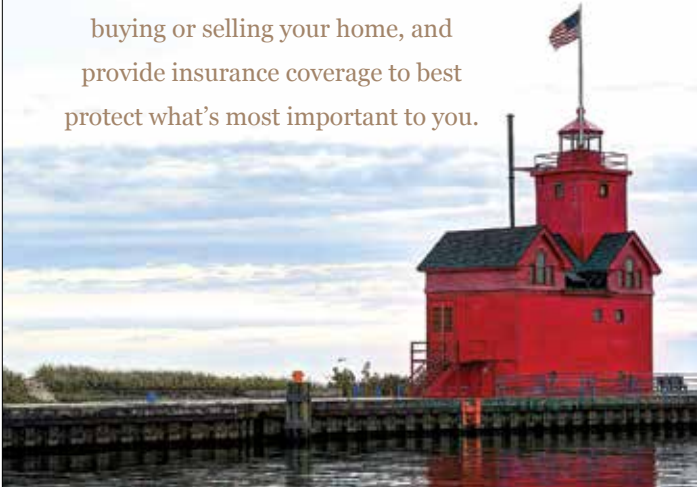
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August Calendar of Events

Monday, August 1

Digital Marketing Summer Sessions – Paid Digital Marketing

@West Coast Chamber of Commerce - Learning Lab, 272 E. 8th Street

Is your business or organization leveraging the power of paid social media? In this intensive workshop, we'll discuss what paid social media is, how to decide if it makes strategic sense and how to build a paid social media strategy that fits your needs.

Time: 8-11 am

Cost: \$55 per member / \$75 per non-member

Tuesday, August 8

Early Bird Summer Coffee

@West Coast Chamber of Commerce - Learning Lab, 272 E. 8th Street

Do you miss Early Bird Breakfast during the summer months? Join us at the West Coast Chamber of Commerce for coffee (we're buying!) and networking before heading into the office - we guarantee it will be a great start to your day!

Time: 7:30-8:30am

Cost: Free

Thursday, August 10

Professional Lakeshore Latinas Meeting

@West Coast Chamber of Commerce - Learning Lab, 272 E. 8th Street

The Professional Lakeshore Latinas mission is

fostering relationships and empowering Latinas through advocacy, service, and professional development.

Time: 5:30-7:30pm

Cost: Free, but registration required

Tuesday, August 22

Ambassador Coffee Networking

@West Coast Chamber of Commerce - Learning Lab, 272 E. 8th Street

Are you a member of the Chamber Ambassador Committee? Join us at the West Coast Chamber of Commerce for coffee and networking before heading into the office. It's a great way to maximize your morning!

Time: 7:30-8:30am

Cost: Free, but registration appreciated.

Wednesday, August 23

Network@Lunch

@Giordano's Pizza, 333 West Shore Drive, Holland

Get to know other business representatives by spending an hour with them over a relaxing business lunch. You will randomly be assigned to tables with dining partners from OTHER businesses, giving you the opportunity to make new contacts and share about yourself and your business.

Time: 12-1pm

Cost: \$15 per member inclusive of tax and gratuity / \$25 per non-member inclusive of tax and gratuity

Save the Date

Friday, September 29

West Coast Chamber Annual Meeting

@Yacht Basin Marina,
1866 Ottawa Beach
Road, Holland

Details coming soon!



For a full listing of events, visit www.westcoastchamber.org/events.



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Your HR update

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Holland Community Health Center

Sue Frost

616-582-2909

susan.frost@spectrumhealth.org

www.shmg.org

Holland Community Health Center offers high-quality, culturally sensitive health care for men, women and children, regardless of insurance status. We accomplish this through a partnership with Holland Hospital, Spectrum Health

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